#### ADMINISTRATOR'S MESSAGE

The 36th annual celebration of National Small Business Week will be held in early June 1999 (date to be announced). This celebration is an opportunity for all of us to acknowledge with pride and gratitude the contributions made by America's small business community to our nation's economic growth and quality of life. It is my pleasure to invite you to be part of this much-deserved tribute.

I cordially invite you to play a significant part in Small Business Week 1999 by nominating the most outstanding small business persons and advocates in your community for special recognition. Your thoughtful consideration of nominees is truly appreciated.

Sincerely,

Aida Alvarez

Administrator

U.S. Small Business Administration

#### INTRODUCTION TO SMALL BUSINESS WEEK

Each year since 1963, the President of the United States has designated a week as National Small Business Week in recognition of the small business community's contributions to the American economy and society. Small Business Week 1999 will take place in June.

The U.S. Small Business Administration, in partnership with public- and private-sector small business supporters, will sponsor special activities honoring the nation's entrepreneurs at the local, state and national levels.

The presentation of the prestigious awards will highlight Small Business Week activities. At the district, state, and national levels, these awards spotlight the outstanding contributions of small business persons, advocates, exporters and young entrepreneurs, as well as those who have developed their small businesses into large ones. \*At the regional

and national levels, awards also will highlight the contributions of outstanding small business prime contractors and subcontractors for the federal government.

Small Business Person of the Year winners from all 50 states, the District of Columbia, Puerto Rico, Guam and the U.S. Virgin Islands, as well as national winners in the advocate and special award categories, and regional and national government contracting award winners, will be invited to Washington, D.C., during Small Business Week for a series of special events in their honor. A national Small Business Person of the Year will be selected from among the state award winners and recognized during the celebration in the nation's capital.

\* District-level awards are presented only in those states served by more than one SBA district office. See page 22 for a list of district offices.

#### **NOMINATIONS**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for Small Business Person of the Year, Advocates of the Year and special Small Business Week awards.

For further information regarding nominations for Federal Government Small Business Prime Contractor and Subcontractor of the Year, see page 18.

### **Nominations**

Nominations must be typewritten on 81/2" x 11" white paper on one side only. All materials must be collated and secured in a 11/2" binder and submitted to the nearest district office of the U.S. Small Business Administration (see list, p. 22), postmarked or hand delivered **not later than November 13, 1998.** 

Please note: To be considered for competition, nomination packages must comply with the standards listed below. **Incomplete packages will not be considered.** 

The nomination package must include (in the following order):

- 1. A single cover page with
  - the nominee's full name, title, business
    and home addresses with telephone numbers (fax number should also be included);
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address and telephone number; and
  - a one-paragraph description of the nominee's business (for Small Business Person of the Year, Exporter of the Year, Entrepreneurial Success Award, SBA Young
     Entrepreneur of the Year and Welfare-to-Work Entrepreneur of the Year nominations)
     or profession/occupation (for all Advocate of the Year nominations).
- 2. A completed SBA Form 898 (biographical data form) available from the SBA district office nearest you. For "team" nominations for Small Business Person of the Year, a Form 898 is required for each team member.
- 3. An original black and white photo of the nominee, either 8" x 10" or 5" x 7" (xerographic copies are not acceptable).
- 4. A nomination letter not to exceed three pages.

- 5. A brief biography of the nominee, not to exceed two pages.
- 6. A business profile, not to exceed two pages.
- 7. A concise statement of the qualities and performance that merit the award for the nominee, not to exceed four pages.
- 8. A financial statement of the nominee, not to exceed 12 pages, on 81/2" x 11" paper (required only for Small Business Person of the Year, Exporter of the Year, Entrepreneurial Success Award, and SBA Young Entrepreneur of the Year).
  - 9. Any other support documentation deemed significant by the nominator, including news clips, letters of recommendation, and other evidence of the appropriateness of the nomination. This support documentation must not exceed 10 pages. Videos will not be considered.

#### **AWARDS AND SELECTION**

Small Business Persons of the Year, Advocates of the Year and special award winners will be selected at the state and national levels. In those states served by more than one SBA district office, awards will also be presented at the district level. Winners at each level will be considered for awards at the next highest level.

Nomination packages for each state winner will be sent to regional SBA offices and prepared for transmittal to the SBA Office of Advisory Councils for review. The National Small Business Person of the Year will be selected by the SBA Administrator based on the recommendations of the SBA's National Advisory Council. The winner will be announced during Small Business Week.

#### **KEY SMALL BUSINESS WEEK DEADLINES:**

Nov. 13, 1998	1999 Small Business Week nominations must be received by the SBA district offices.
Dec. 11, 1998	District winners are selected from multi-district states, and state winners are selected from single district states.
Feb. 19, 1999	The SBA's National Advisory Council selects state winners in multi-district states. Office of Advocacy judges select the National Advocates of the Year and the special award winners.
Mar. 5, 1999	State Small Business Persons of the Year, National Advocates of the Year and special award winners are announced.

# The awards to be presented:

- Small Business Person of the Year
- Minority Small Business Advocate of the Year
- Women in Business Advocate of the Year
- Veteran Small Business Advocate of the Year
- Accountant Advocate of the Year
- Financial Services Advocate of the Year
- Media Advocate of the Year
- Small Business Exporter of the Year
- SBA Young Entrepreneur of the Year
- Entrepreneurial Success Award
- Special Advocacy Awards\*
- Phoenix Awards
- Welfare to Work Awards
- Federal Government Small Business Prime Contractor of the Year\*\*

- Federal Government Small Business Subcontractor of the Year\*\*
- \* Presented only at national levels.
- \*\* Presented only at regional and national levels.

#### ELIGIBILITY AND EVALUATION CRITERIA

All nominees for Small Business Week awards must be residents of and employed in the United States and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. See page 4 for nomination requirements.

#### **Small Business Person of the Year**

Individuals who own and operate or bear principal responsibility for operating a small business are eligible.\* Partners who jointly own and operate a small business may be nominated as a "team," so long as the number of individuals in the team nomination does not exceed four.

Nominations will be evaluated according to the following criteria:

- Staying power a substantiated history as an established business.
- Growth in number of employees a benchmark to judge the impact of the business on the job market.
- Increase in sales and/or unit volume an indication of continued growth.
- Current and past financial reports (profit-and-loss statements and balance sheets for the last three complete years): a substantiation of the improved financial position of the business.
- Innovativeness of product or service offered an illustration of the creativity and imagination of the nominee.
- Response to adversity examples of problems faced in the nominee's business and the methods used to solve them.
- Contributions by nominee to aid community-oriented projects evidence of the use of his/her personal time and resources.

\* The U.S. Small Business Administration's size standards apply in defining a business as small. Consult your nearest SBA district office if you have questions.

# Minority Small Business Advocate of the Year

Individuals who have fulfilled a commitment to support minority entrepreneurship may be nominated. Nominees may or may not be small business owners. Nominations will be evaluated on the following criteria:

- Voluntary efforts beyond business/professional responsibilities to advance minority small business interests within the community, state and/or nation.
- Demonstrated efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement.
- Voluntary provision of professional services to the minority small business community in legal, legislative, managerial or financial capacity.
- Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.
- Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

#### Women in Business Advocate of the Year

Individuals who have fulfilled a commitment to the advancement of women's business ownership may be nominated. Nominees may or may not be small business owners. Nominations will be evaluated on the following criteria:

- Efforts to increase business and financial opportunities for women.
- Legal, financial or managerial assistance provided to enhance women's business ownership.
- Voluntary efforts to strengthen the role of women business owners within the

community.

- Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
- Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

#### **Veteran Small Business Advocate of the Year**

Individuals who have fulfilled a commitment to advancing small business opportunities for U.S. armed forces veterans may be nominated. Nominees may or may not be veterans themselves. Nomi-nations will be evaluated on the following criteria:

- Evidence of increased business opportunities for veterans as a result of the nominee's actions.
- Advisory activities to improve awareness among veterans' groups of small business opportunities.
- Advocacy of special consideration for veterans in government small business policymaking.
- Demonstrated accomplishment in obtaining support within the community for the establishment of veteran-owned small businesses.
- Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses.

#### **Accountant Advocate of the Year**

Individuals who have contributed as accountants to a better economic and financial climate for small firms may be nominated. Nominees may or may not be small business owners. Nominations will be evaluated on the following criteria:

Volunteering time and energy outside of business duties to assist small firms.

- Advocacy of a reduction of financial and regulatory requirements for small business.
- Support for initiatives to promote legislation strengthening the financial health of small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

#### Financial Services Advocate of the Year

Individuals who assist small businesses in obtaining financing, either directly or through advocacy efforts to increase the availability of financial services, may be nominated. Nominations will be evaluated on the following criteria:

- The amount and quality of assistance given small businesses in obtaining financing.
- Advocacy of changes in the financial services industry to assist small firms.
- Encouragement of the flow of investment capital to small ventures.
- Active support for legislative or regulatory action designed to help small firms.
- Other significant contributions through the financial services industry to advance small business interests.

### Media Advocate of the Year

Journalists representing television, radio or print media may be nominated. Sample articles or tapes are encouraged. Nominations will be evaluated on the following criteria:

- Concerted efforts to increase public understanding of the importance of small business contributions to the economy.
- Contribution of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues.
- Award recognition for achievement in the field of small business journalism.
- Voluntary community service aimed at enhancing small business opportunity

and growth.

• Other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.

# Small Business Exporter of the Year

Individuals who own and operate a small business engaged in exporting may be nominated. The U.S. Small Business Administration's size standards apply in defining a business as small. Nominations will be evaluated on the following criteria:

- Increased sales, profits and/or growth of employment because of exporting. (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Creative overseas marketing strategies.
- Effective solutions to export-related problems.
- Demonstrated encouragement of other small businesses to export.
- Voluntary assistance to other small businesses entering the export market.
- Cooperation with other firms in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

#### **SBA Young Entrepreneur of the Year**

Individuals who serve as a majority owner and operate or bear principal responsibility for operating a small business with a three-year track record, and who will not have reached the age of 30 by June 1, 1999, may be nominated. Nominations will be evaluated on the following criteria:

- Evidence of success as measured by sales and profits. (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Increased employment opportunities created by the nominee's business.
- Development and/or utilization of innovative or creative business methods.
- Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

### **Entrepreneurial Success Award**

Individuals who (1) own and operate a business that was launched as a "small" business by SBA size standards (consult your nearest SBA office if you have questions) but has since developed and grown into a large business, and (2) received SBA assistance to help the business grow, may be nominated. Nominations will be evaluated on the following criteria:

- SBA assistance Documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which it was received.
- Growth in number of employees A benchmark to judge the impact of the business on the job market. (Note: In recognition that work force size varies from industry to industry, nominees must have met the SBA size standards for small businesses in their industries at the time of the SBA assistance and now exceed those standards.)
- Increase in sales and/or unit volume Documentation comparing annual sales at the time of the SBA assistance to current annual sales.
- Current and past financial reports To substantiate the financial strength of the business, profit-and-loss statements for the past three years must be provided.
- Innovativeness of product or service offered An illustration of the creativity and imagination of the business demonstrating its ability to remain competitive.
- Evidence of contributions to community-oriented projects While community involvement is essential for any business, regardless of size, the added resources of a larger business demand an even greater role in advancing the interests of the community.

#### SPECIAL AWARDS

#### **Special Advocacy Awards**

In addition to the awards described in detail here, the SBA's chief counsel for the Office of Advocacy will on occasion present special national awards during Small Business Week for unique and outstanding advocacy achievements on behalf of small business — for example, for lifetime small business advocacy or outstanding pro bono work.

Send nominations for this award only directly to: Chief Counsel's Advocacy Award, Office of Advocacy, 409 Third Street, S.W., Mail Code: 3114, Washington, DC 20416.

#### The Phoenix Awards

The Phoenix Awards are given to those individuals whose efforts and contributions enable their businesses or communities to recover successfully from a disaster.

# Phoenix Award for Small Business Disaster Recovery

Individuals who own and operate a small business that suffered physical damages following a disaster and received an SBA physical disaster loan are eligible. The nominating process is the same as for the Small Business Person of the Year award, with one exception: The local SBA district office will clear the Phoenix Award nominee with the disaster area office. In states with more than one district, the district office nominees are forwarded to the disaster area office, which will choose the state winner. The National Advisory Council will select the national winner.

Nominations will be evaluated according to the following criteria:

- Extent of damage The business suffered at least 40 percent damage that was not covered by insurance.
- Resiliency The business successfully resumed its operations within the same area.
- Staying power The business was able to maintain at least 90 percent of its predisaster employment level.

#### Additional consideration will be given to:

- Contribution to the local community (e.g., the only supermarket in town, a major employer in the city, etc.).
- Speed of recovery.
- Initiative and innovation displayed during recovery.
- Efforts made by the business to protect the property from future disaster losses.

### Phoenix Award for Outstanding Contributions to Disaster Recovery

Phoenix awards will also be presented to a volunteer (private citizen) and a state or local government official who made outstanding contributions to the recovery process of a community following a natural disaster.

Nominations will be made by the district and disaster area offices. They will be judged by a panel of representatives from federal disaster-relief agencies, including FEMA and the American Red Cross.

#### Welfare to Work Awards

These awards are given to former welfare clients who have become self-supporting entrepreneurs, and individuals who have significantly contributed to the Welfare to Work Initiative. The nominating process is the same as for the Small Business Person of the Year award.

# Welfare to Work Entrepreneur of the Year

Individuals formerly on welfare who became self-sufficient through entrepreneurship may be nominated. Nominations will be evaluated on the following criteria:

- Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
- Development and/or utilization of innovative or creative business methods.
- Challenges overcome by individuals moving from welfare to successful entrepreneurship.

Other consideration may be given to:

- Helping others become self-sufficient through entrepreneurship.
- Concerted efforts to increase public understanding of the importance of small business contributions to the Welfare to Work Initiative.

#### Welfare to Work Small Business Owner of the Year

Small business owners who have made significant contributions to the national Welfare to Work Initiative may be nominated. Nominees will be evaluated on the following criteria:

- Development and/or utilization of innovative or creative methods in hiring welfare clients.
- Demonstrated efforts to advance the small business Welfare to Work Initiative.
- Increased Welfare to Work opportunities created by the nominee's business.

Other consideration may be given to:

- Helping others become self-sufficient through entrepreneurship.
- Voluntary community service aimed at helping welfare clients become part of mainstream society.
- Mentoring small businesses interested in hiring Welfare to Work employees.

### Welfare to Work SBA Associate of the Year

SBA employees or employees of SBA resource partners who have made outstanding contributions to the national Welfare to Work Initiative may be nominated. Nominees will be evaluated on the following criteria:

- Development and/or utilization of innovative or creative business methods to employ welfare clients and sustain their success.
- Demonstrated accomplishments in strengthening the role of small business in welfare to work efforts.
- Concerted efforts to increase public understanding of the importance of small business contributions to the Welfare to Work Initiative.
- Other accomplishments demonstrating the nominee's commitment to welfare to work efforts.

Other consideration may be given to:

• Helping others become self-sufficient through entrepreneurship.

- Mentoring Welfare to Work employees
- Support for small businesses interested in hiring welfare to work employees.

#### Small Business Contractor of the Year

#### **Small Business Subcontractor of the Year**

A Small Business Prime Contractor of the Year and a Small Business Subcontractor of the Year will be recognized in each of the SBA's 10 regions for their outstanding performance under federal contract. National winners in each category, selected from among the regional winners, will be honored during national Small Business Week activities in Washington, D.C.

#### **Nominations**

Nominations for Small Business Prime Contractor of the Year may be made by federal government agencies. Candidates for Small Business Subcontractor of the Year may be nominated by large federal government prime contractors.

Nominators must use a special nomination form, available from any SBA regional office (see list, p. 21). The nominations must be postmarked or hand-delivered to the appropriate SBA regional office no later than December 4, 1998.

#### Awards and Selection

Both the Small Business Prime Contractor of the Year and Small Business Subcontractor of the Year awards will be presented at the regional and national levels.

At the regional level, nominations will be evaluated and winners selected by a panel of experts appointed by the SBA's regional office. The panel may include procurement officials from the SBA and other federal agencies, previous award winners, financial-institution officials and/or representatives of small business advocacy groups.

Regional winners will then be considered for national honors by a panel of experts in small business and government procurement.

Announcement of awards at the regional level will be coordinated by the SBA's regional offices. The national award winners will be announced by the SBA's headquarters office.

**Eligibility and Evaluation Criteria** 

Federal government prime contractors and subcontractors who fall within the SBA's size standards for small businesses in their industries and who have not won a Small Business Week procurement award during the past five years may be nominated. Nominations will

be evaluated based on the following criteria:

• Management – ability to organize resources to ensure accomplishment of business

objectives.

Financial stamina and control – financial condition, ability to assume risk, and

adequacy of accounting system.

• Labor relations – management-employee relations, including equal employment

opportunity compliance.

• Customer relations: ability to understand contractual work tasks, make timely

progress reports and function as a member of a team.

• Technical capability – ability to resolve complex problems.

• Resource utilization – use of capital assets and cash flow.

• Cost performance – competitive posture and ability to estimate and control costs

to yield profitable results.

• Delivery performance – ability to meet time schedules.

• Quality performance – quality control mechanisms and ability to provide a reliable

product or service.

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CO-0021